

Customer Data Platform Market by Offering, Application (Customer Retention & Engagement, Personalized Recommendation), Data Channel (Email, Social, SMS, Web), Type, (Data CDP, Analytics CDP, Campaign CDP), Vertical and Region - Global Forecast to 2028

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Abstracts

The Customer Data Platform (CDP) market is projected to grow from USD 5.1 billion in 2023 and USD 7.4 billion in 2024 to USD 28.2 billion by 2028, at a compound annual growth rate (CAGR) of 39.9% during the forecast period (2024-2028). The market is anticipated to grow due to the increasing data volume and complexity, growing regulatory compliance requirements, shift toward data-driven marketing and advertising. The shift towards the changing landscape of customer intelligence, need to deliver omnichannel experience, and proliferation of customer channels forms a foundational driver in the Customer Data Platform (CDP) market.

“By services, managed services segment to register for fastest growing CAGR during the forecast period.”

Managed services assist clients in outsourcing CDP solutions to service providers to manage their key business operations efficiently. These services offer organizations the expertise and support to manage and optimize their CDPs effectively, ensuring they derive maximum value from their customer data. By outsourcing the management of their CDPs to a third-party provider, organizations can focus on their core business activities while leveraging the provider's specialized skills and resources.

“By type, campaign CDP to witness the largest market size during the forecast period.”

The increasing importance of personalized marketing strategies has led businesses to seek robust platforms that can efficiently manage and utilize customer data for targeted campaigns. Campaign CDPs offer advanced segmentation capabilities and real-time data integration, enabling marketers to tailor their messaging and offers to individual preferences and behaviors. Additionally, the proliferation of digital channels and the growing volume of customer data generated across multiple touchpoints necessitate sophisticated CDP solutions to consolidate and harness this data effectively.

“By region, North America to register for the largest market size during the forecast period.”

The increasing adoption of cloud-based technologies and the proliferation of digital channels have fueled the demand for CDPs that can seamlessly integrate and analyze data from multiple sources to deliver personalized customer experiences across various touchpoints. Additionally, the rising customer expectations for hyper-personalization and real-time interactions have compelled businesses to invest in advanced CDP solutions capable of providing actionable insights and enabling agile marketing strategies. Moreover, the competitive landscape in North America's CDP market is evolving rapidly, with established players expanding their offerings and new entrants entering the market with innovative solutions, thereby intensifying competition and driving innovation.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the Customer Data Platform (CDP) market.

By Company: Tier I: 38%, Tier II: 50%, and Tier III: 12%

By Designation: C-Level Executives: 35%, D-Level Executives: 40%, and Others: 25%

By Region: North America: 40%, Europe: 30%, Asia Pacific: 20%, Latin America-5%, and

Middle East and Africa- 5%,

The report includes the study of key players offering CDP solutions. It profiles major vendors in the Customer Data Platform (CDP) market. The major players in the Customer Data Platform (CDP) market include Oracle Corporation (US), SAP SE (Germany), Adobe Inc. (US), Salesforce.com, Inc. (US), Microsoft Corporation (US), SAS Institute (US), Twilio (US), Cloudera (US), Teradata (US), Nice Systems Ltd. (Israel), Dun & Bradstreet (US), Leadspace (US), Upland Software (US), CaliberMind (US), Celebrus (UK), Tealium (US), Acquia (US), BlueConic (US), Lytics Inc. (US), IgnitionOne, Inc. (US), Amperity, Inc. (US), Optimove (Israel), Totango (US), Insider (Singapore), Listrak (US), Simon Data (US), Ometria (UK), Treasure Data (US), Salesmango (US), and ActionIQ (US).

Research Coverage

The Customer Data Platform (CDP) market research study involved extensive secondary sources, directories, journals, and paid databases. Primary sources were mainly industry experts from the core and related industries, preferred CDP providers, third-party service providers, consulting service providers, end users, and other commercial enterprises. In-depth interviews were conducted with various primary respondents, including key industry participants and subject matter experts, to obtain and verify critical qualitative and quantitative information, and assess the market's prospects.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall Customer Data Platform (CDP) market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing data volume and complexity, growing regulatory compliance requirements, shift toward data-driven marketing and advertising, the shift towards the changing landscape of customer intelligence, need to deliver omnichannel experience, and proliferation of customer channels), restraints (Data privacy laws and protection of customer data to be

critical for CDP adoption, and lack of flexibility), opportunities (Automated smart machines to drive customer experience, expansion of artificial intelligence and machine learning and rising investments and fundings by enterprises to identify growth opportunities), and challenges (More time required for creating marketing campaigns, difficulties in understanding 'why', and confusion around what CDP can and should do).

- Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the Customer Data Platform (CDP) market.

Market Development: Comprehensive information about lucrative markets – the report analyses the Customer Data Platform (CDP) market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the Customer Data Platform (CDP) market.

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players including Oracle Corporation (US), SAP SE (Germany), Adobe Inc. (US), Salesforce.com, Inc. (US), Microsoft Corporation (US), SAS Institute (US), Twilio (US), Cloudera (US), Teradata (US), Nice Systems Ltd. (Israel), among others in the Customer Data Platform (CDP) market strategies. The report also helps stakeholders understand the pulse of the Customer Data Platform (CDP) market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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11.4.7 SOUTH KOREA

11.4.7.1 Focus on delivering tailored experiences, data privacy, and compliance with regulations to spur market growth

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